

RELAY MARATHON FOR THE CHARITY

What is the Relay Marathon?

The Relay Marathon is a non-competitive relay run connected to the Milano Marathon Charity Program. The relay is open only to the teams that donate a minimum amount to and/or fundraise for one of the non-profit organizations involved in the Charity Program. So, the Relay Marathon is a great charitable fundraising event, the major one in kind in Italy.

What is the Charity Program?

It is a solidarity program that has been organized, for over a decade, by Milano Marathon and aims to bring to non-profit organizations a new way of fundraising and personal fundraising. The Charity program is a limited-number project and involves around 100 organizations every year.

Which bodies can enroll?

All types of organizations, from Foundations to NPOs, as long as they are not-for-profit bodies.

Does the non-profit organization need to work in a specific sector?

No, every year the Charity Program is open to organizations that operate in a variety of solidarity sectors.

How does a non-profit organization join the Charity Program?

The first step is to fill in a specific online form and mark the kind of package you are interested in. This usually needs to be done by the month of September (the event takes place at the beginning of April on the following year).

What are the packages?

The Charity Program includes 6 different packages or categories. For each category the charity can register a fixed maximum number of “supporting” teams in the Relay Marathon, as follows:

CATEGORY	TEAMS THAT CAN BE REGISTERED	No OF AVAILABLE PACKAGES
WILD CARDS	8	10
BRONZE	16	36
SILVER	32	20
SILVER PLUS	48	12
GOLD	64	8
PLATINUM	160	4

As you can see, the number of available packages for each category (hence, for the entire Charity Program) is limited. It is a limited-number program, on a yearly basis, to ensure the greatest possible assistance to the involved non-profit organizations.

What do the packages include, besides the registrations that can be used for the “supporting” teams of the NPO?

The packages include a wide range of benefits for the participating organizations, but the main advantage for all the NPOs is to become part of an organizational structure capable of accompanying them throughout a leading-to-the-event process that lasts from September to April of the following year. Both the amount and the import of the benefits increase as the most prestigious (GOLD and PLATINUM packages) are acquired. Contact us for more details about the benefits of each package.

How much do the packages cost?

The total price of the packages increases as you acquire packages including a greater number of teams that can be registered. Vice versa, the unit cost of each team decreases progressively. Contact us for more details about the cost of each package.

What does it happen if an NPO cannot place all the registrations included in its package?

The contract - undersigned by the non-profit organizations that join the Charity program - states that the entire price of the package must be paid, regardless of the actual use of the registrations included in the package itself.

Isn't it a too onerous commitment for the organizations?

Only apparently. Much depends on the attitude whereby the organization approaches the Charity Program, an initiative that gives great fundraising possibilities but also requires conviction, engagement and organization by the NPOs. Our experience shows that the policy of packages to be purchased on an "empty for full" basis has improved the Charity Program, enhancing the proactive attitude of the participating organizations for everyone's benefit.

The Program also includes an "economic risk mitigation" system for the NPOs that allows them to dispose of the unused registrations by giving them up to other NPOs that have run out of the registrations in their package but are looking for other registrations available.

When and how do you pay the package?

Upon being confirmed as part of the Charity Program, the NPO pays an initial 100,00 Euros tranche. At the end of January, the first instalment – 50% of the value of the package – is to be paid. Mid-March the balance is to be paid, keeping into account the extra or fewer registrations, as explained in the paragraph above. All payments are made via bank transfer.

Are there any incentives for small non-profit organizations that want to participate for the first time?

For this kind of organization there is the WILD CARD category that includes just 6 teams in the package and exposes the organization to a minimum economic risk. This category is open only to NPOs that have never being part of the Charity Program.

The visibility benefits will be small, but the NPO will be benefiting from the consultancy of our partners to increase public awareness about its cause and to maximize the fundraising through its registrations.

Once the online form is filled in, is the participation in the Charity Program confirmed?

No. If there are more requests than the packages available for a given category (which was the case in the last years, especially for the bigger packages), a "weighed" draw will take place. A package of the immediately lower category than the chosen one is given to the non-profit organizations that might not be able to get the wished package in the draw.

Contact us for more details about the parameters applied to the "weighed" draw.